

**SCOTTSDALE TOURISM DEVELOPMENT COMMISSION
CITY OF SCOTTSDALE
ECONOMIC VITALITY OFFICE
4021 N. 75TH STREET SUITE 102
SCOTTSDALE, ARIZONA 85251
JULY 13, 2009
APPROVED MINUTES**

PRESENT: John Holdsworth, Chairman (telephonic)
Mike Surguine, Vice-Chairman (telephonic)
Kate Birchler, Commissioner (telephonic)
Sam Fox, Commissioner (telephonic)
David Richard, Commissioner

ABSENT: Leon Young, Commissioner

STAFF: Kathy O'Connor, Tourism Development Manager
Steve Geiogamah, Tourism Development Coordinator
Harold Stewart, Economic Development Director
Kathy Montalvo, Economic Vitality

1. Call to Order/Roll Call

Chairman Holdsworth called the regular meeting of the Scottsdale Tourism Development Commission to order at 8:44 a.m. A formal roll call confirmed members present as listed above, noting the presence of a quorum.

2. Commissioner Appointment to the Desert Discovery Center Subcommittee

Chairman Holdsworth said Tom Kelly's resignation from the Commission opened a seat on the Desert Discovery Center Subcommittee. He appointed Commissioner Richard to take his place as one of the TDC's two representatives on the Subcommittee.

3. Commissioner Appointments to Tourism Development Commission Budget Subcommittee

Chairman Holdsworth noted the TDC's decision to formalize the creation of and appointment to a subcommittee to review the budget in light of the ongoing economic crisis. The subcommittee would review budget items and expenditures for the FY09/10 budget and recommend potential changes to the Commission for possible advancement to City Council. Their task would be to explore how to maximize the City's return on its tourism investment. He appointed Vice-Chairman Surguine to chair the subcommittee, and appoint Commissioners Birchler and Fox.

4. Identification of Future Agenda Items

Chairman Holdsworth noted that the TDC is scheduling a study session with the City Council to discuss a possible increase in the bed-tax. Other topics for discussion would include bed-tax fund allocations, the importance of tourism to Scottsdale's revenue, capital needs, new and existing events, and the impact of budget reductions on tourism and the community. Mr. Stewart emphasized the importance of developing a strategic plan in the near future.

5. Public Comment

There were no public comments.

6. Adjournment

With no further business before the Commission, the meeting adjourned at 8:55 a.m.

Respectfully submitted,

A/V Tronics, Inc. DBA AVTranz.